IN THE CLAIMS

Please amend claim 33 as set forth below.

A complete claim listing begins on the next page.

1-16.   (withdrawn)

17.   (previously presented)   A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a plurality of content servers and a domain name service (DNS), and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

associating a content provider domain or subdomain with a domain managed by the content delivery network service provider so that DNS queries to the content provider domain or subdomain are resolved by the content delivery network domain name service;

for a given piece of content identified by a participating content provider, specifying a given content control to be applied to the given piece of content prior to serving the given piece of content from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, (iii) third data for associating the given piece of content with a given participating content provider for accounting purposes, and (iv) fourth data that enforces a given authentication method or a given access control method;

communicating the given content control for the given piece of content to the plurality of content servers;

resolving a DNS query to the content provider domain or subdomain to an IP address associated with a given content server in the plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain or subdomain; and

at the given content server of the plurality of content servers:

receiving a request for the given piece of content, wherein the request contains a host header;

determining whether a string in the host header is associated with a content control located within a set of content controls stored at the given content server; and

if a participating content provider has specified a content control for the given piece of content, as indicated by determining whether the string in the host header is associated with a content control located within a set of content controls stored at the given content server, applying the given content control prior to serving the given piece of content from the given content server.

18.   (previously presented) The method as described in Claim 17 wherein the content provider domain or subdomain is associated with the domain managed by the content delivery network service provider through a DNS canonical name.

19.   (previously presented) The method as described in Claim 17 wherein the given content control is communicated to the plurality of content servers in a header.

20.   (previously presented) The method as described in Claim 17 wherein the given content control is communicated to the plurality of content servers in a configuration file.

21.   (previously presented) The method as described in Claim 20 wherein the configuration file is provisioned via an extranet application.

22.   (cancelled)

23.   (previously presented) The method as described in Claim 17 wherein the given content control is a request metadata component.

24.   (previously presented) The method as described in Claim 17 wherein the given content control is a response metadata component.

25.   (previously presented)   A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a plurality of content servers and a domain name service (DNS), and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

aliasing a content provider domain to a domain managed by the content delivery network service provider so that DNS queries to the content provider domain are resolved by the content delivery network domain name service, wherein the content provider domain is part of a URL identifying a given piece of content published by the participating content provider;

for the given piece of content identified by a participating content provider, specifying a given content control to be applied to the given piece of content prior to serving the given piece of content from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, (iii) third data for associating the given piece of content with a given participating content provider for accounting purposes, and (iv) fourth data that invokes a security mechanism;

resolving a DNS query to the content provider domain to an IP address associated with a given content server in the plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain; and

at the given content server of the plurality of content servers:

receiving a request for the given piece of content, wherein the request contains a host header;

determining whether a string in the host header is associated with a content control located within a set of content controls stored at the given content servers; and

if a participating content provider has specified a content control for the given piece of content, as indicated by determining whether the string in the host header is associated with a content control located within a set of content controls stored at the given server, applying the given content control prior to serving the given piece of content from the given content server.

26.   (previously presented) The method as described in Claim 25 further including the step of communicating the given content control to the plurality of content servers.

27.   (previously presented) The method as described in Claim 26 wherein the given content control is communicated to the plurality of content servers via a configuration file.

28.   (cancelled)

29.   (previously presented) The method as described in Claim 25 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

30.   (previously presented) The method as described in Claim 17 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

31.   (previously presented) The method as described in Claim 25 wherein the step of aliasing uses a DNS canonical name (CNAME).

32.   (previously presented) The method as described in Claim 17 wherein the given content control is communicated to the plurality of content servers in one of: a request string, a header, and a configuration file.

33.   (currently amended)   A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a plurality of content servers and a domain name service (DNS), and wherein ~~participating content providers identifies~~ a participating content provider identifies given content to be delivered over the content delivery network by aliasing a content provider domain to a domain managed by a content delivery network service provider so that DNS queries to the content provider domain are resolved by the content delivery network domain name service, comprising:

for a given piece of content identified by a participating content provider, specifying a given content control to be applied to the given piece of content prior to serving the given piece of content from the content delivery network, wherein the given content control is one of: (i) first data for specifying whether the given piece of content is to be cached at a content server in the content delivery network and, if so, for how long, (ii) second data identifying a domain of a server from which an instance of the given piece of content can be retrieved, (iii) third data for associating the given piece of content with a given participating content provider for accounting purposes, and (iv) fourth data that enforces a given authentication method or a given access control method;

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communicating the given content control for the given piece of content to the plurality of content servers in the content delivery network;

resolving a DNS query to the content provider domain to an IP address associated with a given content server in the plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain;

at the given content server of the plurality of content servers:

receiving a request for the given piece of content, wherein the request contains a host header;

determining whether a string in the host header is associated with a content control located within a set of content controls stored at the given content server; and

if a participating content provider has specified a content control for the given piece of content, as indicated by determining whether the string in the host header is associated with a content control located within a set of content controls stored at the given content server, applying the given content control prior to serving the given piece of content from the given content server; and

serving the given piece of content from the given content server after the given content control has been applied.

34.   (previously presented) The method as described in Claim 33 wherein the given content control is communicated to the plurality of content servers in the content delivery network by one of: a request string, a header, and a configuration file.

35.   (previously presented) The method as described in Claim 34 wherein the configuration file is provisioned via an extranet application.

36-38. (cancelled)

39.   (previously presented) The method as described in Claim 33 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a streaming media file, and a software download.

40-43. (cancelled)